

Anger of the Lamb press

Interview with Brian James Snell

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WE ARE BUT SHEEP THAT FOLLOW A SHEPHERD OF MEDIOCRITY, ACCEPTING OUR FATES WITHOUT CONTEMPLATION. AMONGST THE FORGOTTEN A LAMB IS BORN. A CHILD OF INNOCENCE, HE WALKS WITH THE WICKED TO DISCOVER A WORLD WHERE FREEDOM, PASSION, CONTROL AND BELIEF STILL EXIST, A PLACE WHERE EMOTIONS PAINT THE PICTURE OF A DREAM, A DREAM DESTINED FOR REALITY.

-Brian James Snell, 2000 (a.k.a. Anger of the Lamb)

Released in December 2000, and available for purchase on the artist's website (www.angerofthelamb.com), *Introvert*, the eponymous recording from New Jersey native Brian James Snell, or Anger of the Lamb as he is professionally known, may very well be one of the most important independently released discs of our time. Crafted primarily on computers, utilizing various programming methods, percussion, synthesizers and some exceptional guitar work, *Introvert* encompasses not only the current explosion of the indie/DIY approach to music production, but it's industrialized, sonic perspective is borne directly of today's obsessive technological and emotional sterility. With this release, Anger of the Lamb acts as a mirror, reflecting universal, individual truths conveyed alarmingly well through penetrating sound and feeling.

Anger of the Lamb has been compared to System of a Down, Depeche Mode and Nine Inch Nails due to the pop/synth industrial leanings that pervade his compositions. Through the exposure provided by the Internet, awareness of Anger of the Lamb has expanded on a global level.

The Internet, with its ability to put product directly in front of the potential consumer at the click of a mouse, is an independent musician's best friend. Quickly becoming an essential tool in promotion and in reaching radio, reviewers, and music fans, it has also proved to be an optimal way to build a loyal fan base and to obtain instant access to people who might otherwise be virtually inaccessible. Anger of the Lamb/*Introvert* has received airplay in Switzerland and in Belgium, with online buyers throughout Australia, Germany, Italy and Greece. Initial feedback indicates that *Introvert* has captured the curiosity of hard electronic/industrial dance fans from all over, who say they have a new favorite record, dethroning some of this artist's own faves, such as NIN's *Pretty Hate Machine*.

("I have great respect for the Empire Trent has built with nothing records, being able to put the artist first. I believe Reznor is a shrewd businessman and an extremely talented musical force.")

Brian James Snell is, on the one hand, a typical young artist within the independent music community, someone who is dedicated to the craft and believes in what he is doing. Yet, in an intriguing twist of facts, he is also a self-proclaimed hermit who is bold enough to express a "fuck it" mentality in his music, using his doubters as "creative gasoline" to fuel his art. He has managed to steer clear of the fear of failure because, as he puts it, "one can only succeed through failure, so it has to be embraced and met head on"

Well, there is no hint of failure of any kind in this eye-opening debut. And if Anger of the Lamb/